

**ABSTRACT**

An on-demand computer based system is provided for allowing a user to obtain interactive printed information from a remote source such as an on-line publication. The system includes a printer module that

5 is provided to the user for interfacing the user with the publication. The module is responsive to the user requesting the publication for generating a first printed page that displays to the user the publication, where that includes first information provided by the publisher and advertising that is derived from an advertiser. The module includes an identifier means for applying an identifier to the first page such that designation of the identifier by the user results in the module generating a second printed page that displays to the user

10 further advertising. In some embodiments, use is made of an account server that is responsive to the module for determining a payment to be made by the advertiser to the publisher.